

Claims

- 1 *Sub A1* 1. An electronic publishing system, comprising:
2 a data collection interface for collecting user data
3 *B1* from users of a plurality of websites;
4 a database for separately storing collected user data
5 for each website;
6 a publisher interface that allows a publisher for each
7 website to create a message specification associated with
8 the publisher's website, wherein the publisher interface
9 includes:
10 a mechanism for selecting a template from a
11 plurality of templates;
12 a mechanism for inputting information;
13 a mechanism for designating a recipient criteria;
14 a scheduling mechanism for establishing a delivery
15 time; and
16 a message builder that accesses a server and generates
17 a message for delivery to a targeted group of website users
18 based on the message specification created by the publisher.

1 2. The system of claim 1, wherein the user data includes
2 demographic information.

1 3. The system of claim 2, wherein the message builder
2 compares the recipient criteria designated by the publisher
3 to the demographic information of the users to match the
4 inputted segments of information with groups of users.

1 4. The system of claim 1, wherein the information comprises
2 story content.

1 5. The system of claim 1, wherein the information comprises
2 at least one advertisement.

1 6. The system of claim 1, wherein the message builder
2 comprises:
3 a scheduler for grouping advertisements with story
4 content and for determining specific users that will receive
5 each message;
6 a formatter for generating the messages in the selected
7 templates; and
8 a mailer for delivering the messages at the established
9 delivery time.

1 7. The system of claim 1, wherein the user data collection
2 queries used to collect the user data are pre-determined by
3 the publisher of the associated website.

1 8. The system of claim 1, wherein the plurality of templates
2 includes:

3 a calendar;
4 a newsletter; and
5 a map.

B
Cont
1 9. The system of claim 1, wherein each template is
2 customizable.

10. The system of claim 1, wherein the publisher interface
further includes a mechanism for choosing from a plurality
of delivery modes.

1 11. The system of claim 10, wherein the plurality of
2 delivery modes include electronic messaging, facsimile, and
3 wireless communication.

1 12. The system of claim 1, further comprising a system for
2 un-subscribing users, wherein un-subscribed users will not
3 receive the message.

Sus
13. A program product stored on a recordable media for
electronically publishing information, comprising:

3 a system for separately storing user data collected
4 from users of a plurality of websites;

5 a publishing system, wherein the publishing system
6 allows a publisher of each website to create a message
7 specification associated with the publisher's website,
8 including:

9 a system for inputting information;

10 a system for selecting a template from a plurality
11 of templates in which the information will be displayed;

12 a system for designating a recipient criteria; and
13 a system for designating a time of delivery.

B
C
14. The program product of claim 13, further comprising:

4 a system for determining specific website users to
5 receive a message based on the recipient criteria designated
6 by the publisher;

7 a system for displaying the message in the selected
8 template; and

9 a system for delivering the message to the specific
10 website users at the designated time of delivery.

1 15. The program product of claim 14, wherein the specific
2 website users are determined when a match is established
3 between the recipient criteria designated by the publishers
4 and the stored user data.

1 16. The program product of claim 14, further comprising a
2 system for customizing the templates.

Sas
03/

17. A computer system for electronically publishing
information, comprising:
3 a processor;
4 a computer system memory;
5 an interface; and
6 a software product stored on the computer system memory
7 and executable by the processor, wherein the software
8 product comprises:
9 a system for separately storing user data
10 collected from users of a plurality of websites;
11 a publishing system, wherein the publishing system
12 allows a publisher of each website to create a message
13 specification associated with the publisher's website, and
14 includes:
15 a system for inputting information;
16 a system for selecting a template from a
17 plurality of templates;
18 a system for designating a recipient
19 criteria; and
20 a system for designating a time of delivery.

1 18. The computer system of claim 17, wherein the software
2 product further comprises:

a system for determining specific website users to receive a message based on the recipient criteria designated by the publisher;

a system for displaying the message in the selected template; and

a system for delivering the message to the specific website users at the designated time of delivery.

19. The program product of claim 18, wherein the specific website users are determined by matching the recipient criteria designated by the publishers to the stored user data.

20. The program product of claim 17, further comprising a system for customizing the templates.

*Sub
Att*

21. A method of electronically publishing information,
comprising the following steps:

collecting user data from a users of a plurality of
websites with a user data collection interface;
separately storing the user data in a database;
providing a publisher interface system, wherein a
plurality of publishers can create a message specification

by:

inputting information, wherein the information
includes story content and advertisements;
selecting a template from a plurality of
templates;
designating a recipient criteria; and
designating a time for delivery.

22. The method of claim 21, further comprising:

generating and delivering messages to the website users
based on the message specification created by the publisher
of the associated website.

1 23. The method of claim 22, wherein the step of generating
2 and delivering comprises:

3 grouping the story content with the advertisements;
4 determining specific website users to receive the
5 messages based on the designated recipient criteria;
6 generating the messages in the selected templates; and
7 delivering the messages to the specific website users
8 at the designated time.

1 
2 24. The method of claim 23, wherein the determining step
comprises:

3 comparing the recipient criteria designated by the
publishers to the user data collected from the website
users; and
4 selecting specific website users when data collected
from the website users matches the recipient criteria
designated by the publisher.

1 25. The method of claim 21, further comprising customizing
2 the selected template.

Sub

26. A method for electronically publishing information,
comprising the following steps:

3 accessing a detail window to designate message details,

4 including:

5 selecting a time for delivery for the information;

6 selecting a template from a plurality of

7 templates;

8 accessing a news window to input the information and

9 designate news details, including:

10 selecting a title for the information;

11 entering story content into a text box; and

12 selecting a target recipient criteria;

B. Cork

27. The method of claim 26, further comprising:

3 accessing a target window; and

4 creating a target recipient criteria by selecting at
least one recipient characteristic.

1 28. The method of claim 27, further comprising:

2 accessing a second news window;

3 selecting a title for the information;

4 entering the desired information into a text box; and

5 selecting target recipient criteria for the
information.

1 29. The method of claim 26, further comprising:
2 accessing an advertisement window; and
3 selecting advertisements to accompany the story
4 content.

b1